



Culture



Hospitality



Leisure

Ways Into the Visitor Economy

The visitor economy is one of the Liverpool City Region (LCR)'s identified four growth sectors. It is hoped that these sectors will generate the most new and extra jobs over the next few years.

Liverpool is becoming one of the top places to visit for city break tourists across Europe. It has a heritage that attracts visitors from across the world.

More British people are 'staycationing' in the UK and visiting the Liverpool City region can be combined with visits to North Wales, Cheshire, Lancashire and the Lake District.

Indeed, within the North West, Liverpool attracts the fewest day visitors. Visitors tend to stay for one to three nights and come to Liverpool as a cultural centre, to attend a cultural event. Though visits to see friends or relatives, which tend to involve staying with those friends or relatives account for around one third of visits to Merseyside. With the opening of Liverpool One the city is also now seen as a major shopping destination.

The LCR Visitor Economy is estimated to be worth £1.3 billion, i.e. the money spent locally by visitors. It is believed that this sector could potentially bring up to £2.1 billion annually into the local economy by 2020.

The sector, and the money put into the local economy by visitors currently supports 23,000 jobs. It is believed that the sector could potentially support up to 37,000 jobs by 2020. The Mersey Partnership as set a target of 43,000 tourism supported jobs by 2030.

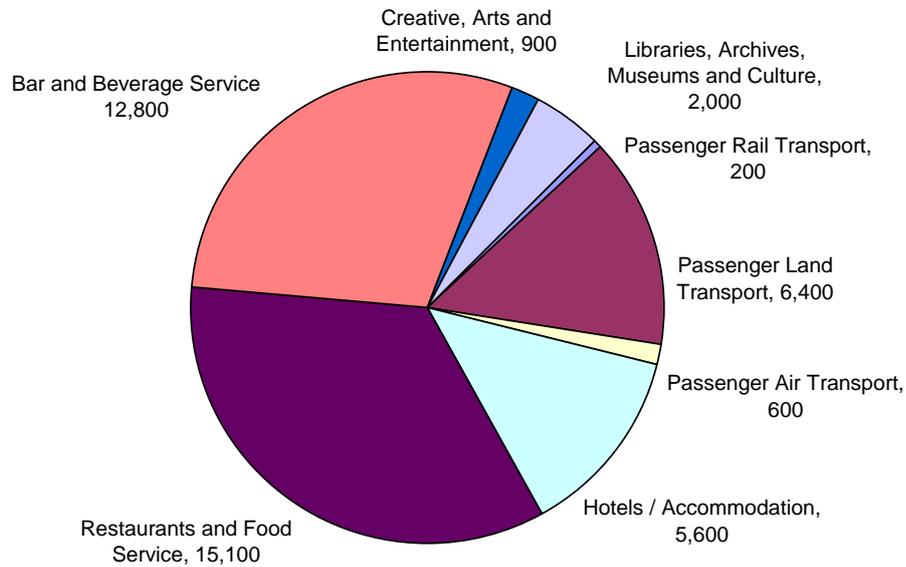
How many people work in the main Visitor Economy sectors in your area?

Local Area	Total	Restaurant and Food Service	Beverage Service	Hotels and Accommodation
Halton	3,000	700	1,000	700
Knowsley	2,000	700	600	300
Liverpool	20,600	7,200	4,900	2,500
Sefton	7,400	3,000	2,100	800
St Helens	3,700	1,100	1,600	300
Wirral	6,900	2,400	2,600	700

Figures from the 2009 Business Register and Employment Survey, Office for National Statistics, all numbers are rounded to the nearest hundred.

Knowsley has relatively few jobs in these sectors. But the local authority areas of Greater Merseyside are 'economically interdependent' and many people who live in one local authority area work in another, e.g. they may live in Knowsley and work in Liverpool.

The Merseyside Visitor Economy 2009



2009 Business Register and Employment Survey, Office for National Statistics

How many jobs are created by different businesses or activities?

- A large hotel can employ hundreds of people across its reception, restaurants, bars, room service
- A local high street restaurant or bar will typically employ less than ten people
- Every time Liverpool John Lennon Airport adds more flights and more destinations to its weekly schedule that produces more work for airport and airline staff; check in clerks, baggage handlers, taxi drivers, etc.

How many of Merseyside's Young People went into Hospitality and Catering at the end of Year 11 in 2010?

Further Education		Employment	
Type of Qualification	Number	Local Authority Area	Number
NVQ 1	86	Halton	2
NVQ 2	59	Knowsley	4
NVQ 3	2	Liverpool	9
BTEC 1 st (level 2)	16	Sefton	9
BTEC National (level 3)	2	St Helens	3
Total	165	Wirral	9

Job Profiles

Events manager: are responsible for organising and running all kinds of promotional, corporate and social events. They control the whole project, from initial planning, making sure that all elements come together on schedule, to running the event on the day.

The job includes:

- discussing what the client wants
- coming up with original ideas for events
- agreeing budgets and timescales with the client
- researching venues, contacts and suppliers
- negotiating prices with suppliers and contractors
- booking venues, entertainment and any necessary equipment and supplies
- hiring and supervising contractors such as caterers and security
- marketing and publicising the event
- making sure that everything runs smoothly on the day
- ensuring that health and safety and insurance regulations are followed.

Sometimes Event Managers specialise in organising a particular type of event, such as parties and weddings, exhibitions and conferences, advertising product launches, or fundraising events.

Tourist guides: show visitors around places of interest, such as towns and cities, historic buildings, gardens, religious sites or museums and art galleries.

Guides can work in one place such as a castle or historic house, or accompany groups on day tours to interesting places or sites. They escort groups around the site or area, and give information about history, purpose, architecture or other points of interest.

Guided tours could be:

- sightseeing tours
- tours for special interest groups
- themed walks.

Some tourist guides work as a 'driver guide', taking small groups of tourists on guided tours around places of interest in a car or minibus.

Museum assistants: are responsible for customer care and security in museums and galleries.

The work involves:

- patrolling to monitor security and make sure the exhibits are in good order
- talking to visitors and helping them with their enquiries
- helping curators and other senior staff to move and change displays and exhibitions.

In independent and privately owned museums with fewer staff they may have additional duties, including:

- taking more responsibility for security
- issuing entrance tickets
- serving in the museum shop

Kitchen manager or head chef: use their knowledge and experience of professional cooking to lead a team of staff and efficiently run a kitchen.

The duties include:

- planning menus
- making sure food is of the right quality and price and is produced on time
- managing stock
- ordering food from suppliers
- controlling a budget and keeping accurate records
- organising the staff duty rota.

Kitchen managers would organise and oversee the work produced, decide which tasks need to be done and share these among the team. They would also usually include:

- preparing and cooking food
- cleaning the kitchen area (in line with food hygiene, and health and safety laws).
- training, disciplining, dismissing and recruiting kitchen staff.

Pathways:

The visitor economy has jobs for people with a variety of academic and vocational qualifications including graduates. Traditional academic qualification, GCSEs and AS / A Levels, are the traditional path to higher education but not the only path.

The key qualities that Hospitality Sector Employers look for are

- Customer Focus
- Teamwork
- People who take pride in their work and workplace and enjoy working in the industry

See the Progression routes information at www.connexionslive.com/jobsfortomorrow.aspx for more information

Where you can find out more:

For detailed information on the opportunities, work roles and qualifications required in this growth area see [Kudos/Careerscape](#) or www.direct.gov.uk/NationalCareersService

If you want to speak to a Connexions Personal Adviser to discuss your career options further please ring 0800 0126 606 or the National Careers Service on 0800 100 900

